



Galileel

**CORPORATE DESIGN
GUIDELINES**





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1. LOGO

SIZE

The logo size gets calculated by the document size it's used in. Please check section 3 for the correct calculation.

The minimum logo height must always be **8 MM**.



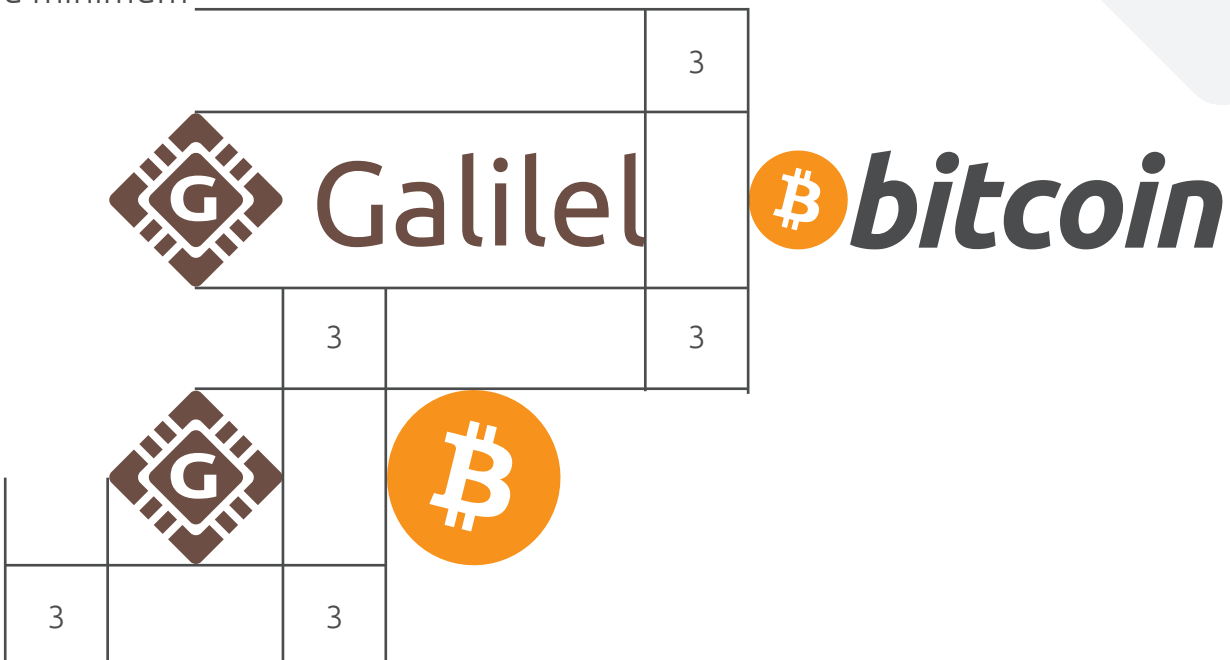
PROTECTION ZONE

At least **A FIFTH** of the logo height must be applied as free space around the logo.



MULTI-BRAND PROTECTION ZONE

If the logo is placed next to other logos, the protection zone has to be **THREE FIFTH** of the logo height as a minimum





1. LOGO

PRINT (CMYK) WEB (RGB, HEX)

The logo must be placed on a **WHITE** or **LIGHT BROWN (BRIGHT)** background. It's not allowed to place the logo on any other background color.

MONOCHROME

The logo in **MONOCHROME WHITE** can be placed on brown backgrounds from the color section **1.1**.

WATERMARK

Watermarks must be inserted on all official Galilel documentation.

White background
10% BLACK + OPACITY 50%

Brown background
100% WHITE +
OPACITY 80% (20% color left).

The watermark size is always **TWO-FIFTH** of the document's height. It is always vertical centered and align right horizontally as the examples show.



1.1 COLORS

DARK BROWN (1)

CMYK 36-57-58-43

HEX #795548

RGB 121-85-71



LIGHT BROWN (1)

CMYK 25-32-44-10

HEX #bca389

RGB 188-163-137



DARK BROWN (2)

CMYK 36-57-58-35

HEX #845c4e

RGB 132-92-78



LIGHT BROWN (2)

CMYK 22-27-36-50

HEX #c9b5a0

RGB 201-181-160



DARK BROWN (3)

CMYK 36-57-58-20

HEX #986a5a

RGB 152-106-90



LIGHT BROWN (3)

CMYK 18-21-28-2

HEX #d5c6b6

RGB 213-198-182

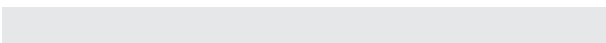


GREY (10% BLACK)

CMYK 0-0-0-10

HEX #ededed

RGB 237-237-237



GREY (35% BLACK)

CMYK 0-0-0-35

HEX #bdbcbc

RGB 188-188-188



GREY (85% BLACK)

CMYK 0-0-0-85

HEX #4a4a4a

RGB 74-74-74





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1.2 FONT & TYPOGRAPHY

NAME

Ubuntu font

DOWNLOAD PRINT & WEB

<https://design.ubuntu.com/font/>
<https://fonts.google.com/specimen/Ubuntu>

ALLOWED FAMILIES

Ubuntu

~~DISALLOWED FAMILIES~~

Ubuntu Condensed, Ubuntu Monospace

ALLOWED WEIGHTS

Light, Bold

~~DISALLOWED WEIGHTS~~

Thin, Regular, Medium

FOR ALL COUNTRIES THAT ARE NOT SUPPORTED BY THE UBUNTU FONT:

Google Noto Fonts

<https://www.google.com/get/noto/>

1.2 FONT & TYPOGRAPHY

SIZE & FONT DISPLAY

Normal text is always written in uppercase and lowercase letters.
The minimum font size must always be **8/9,6 PT**.
The normal font size is **14/16,8 PT** (for smaller documents **12/14,4 PT**)

COLOR

The font color must always be **GREY (85% BLACK)** on light backgrounds and **WHITE** on dark backgrounds.

INTERNATIONAL FONTS

The Ubuntu font covers **200-250 LANGUAGES** (native languages of 3 billion people) and should cover all needed glyphs.

If there should be any language the font does not cover, **HELVETICA**, with **REGULAR** and **BOLD** families, is allowed.

HIGHLIGHT

To highlight certain part of texts, the use of **UPPERCASE** or **BOLD** is allowed. It is possible to make the **BOLD/UPPERCASE** bigger as the headings and use any color from **SECTION 1**.

HEADINGS AND SUBHEADINGS

Headings with **20/24 PT** (for smaller documents **18/21,6 PT**) and subheadings **16/19,2 PT** (for smaller documents **14/16,8 PT**) always need to be written with uppercase letters. It must always be a minimum of **4 PT** between different headings. All documents smaller as A4 or Letter Format (US A4) count as smaller documents.



1.3 TABLES

Table headers and highlighted parts can be set as **BOLD** text, can be defined with the color **DARK BROWN** and also can be set as **UPPERCASE** letters. Headers can be highlighted with a lighter background color.

Normal table cell texts needs to be defined as **GREY (85% BLACK)**. The text is always **HORIZONTAL AND VERTICAL CENTERED**. The cellpadding is **3 MM** to each side.

Tables have vertical inner lines **0.5 PT** thick and **GREY (10% BLACK)** in color.

HEADING	HEADING	HEADING	HEADING
Out survey	Lorem ipsum	Lorem ipsum	Lorem ipsum
Out survey	Lorem ipsum	Lorem ipsum	Lorem ipsum
Out survey	Lorem ipsum	Lorem ipsum	Lorem ipsum

HEADING	HEADING	HEADING	HEADING
Out survey	Lorem ipsum	Lorem ipsum	Lorem ipsum
Out survey	Lorem ipsum	Lorem ipsum	Lorem ipsum
Out survey	Lorem ipsum	Lorem ipsum	Lorem ipsum

1.4 ICONS

Icon colors are **DARK BROWN** and **LIGHT BROWN (BRIGHT)** if they are placed on light backgrounds.



If the icon needs to be highlighted, it can be set on a circle with **DARK BROWN** as background color.





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1.5 USE OF PICTURES

Pictures always have to be **GREYSCALED/DESATURATED**.

It's not allowed to use colored pictures. Vector files are not effected from this rule and can be used in any color.

Pictures can be placed at **HALF OR FULL WIDTH** of the document.



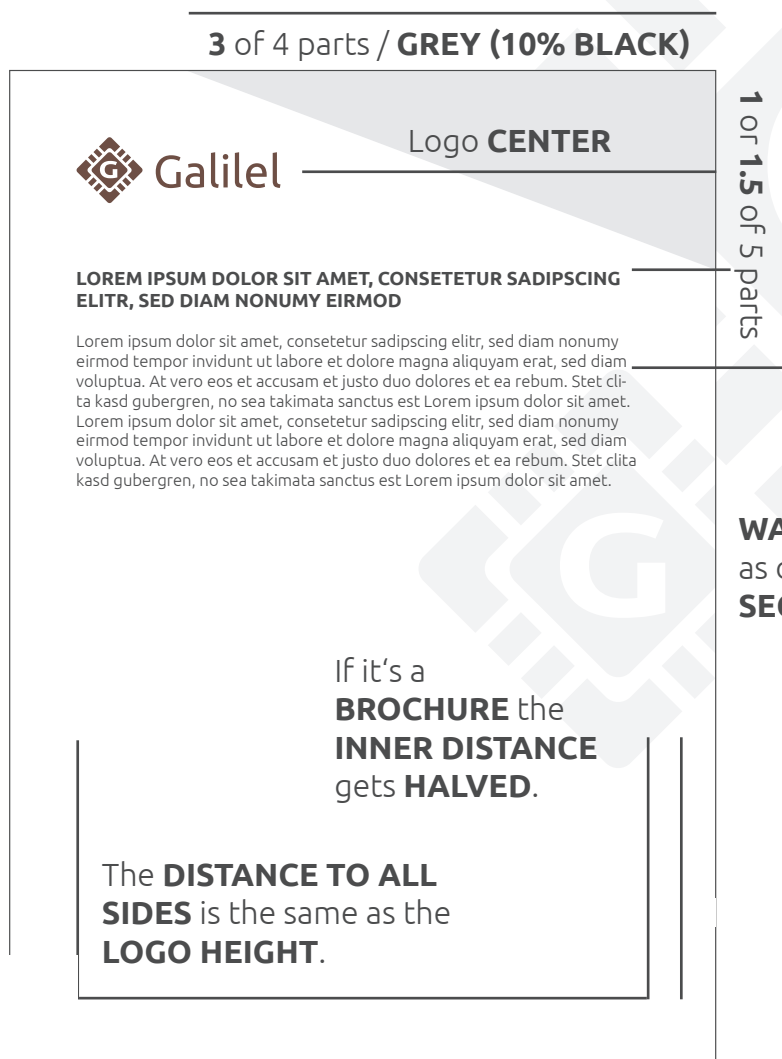
2 FLYERS/BROCHURES

The **HEIGHT** of the document is divided into **5 EQUAL PARTS** and the **WIDTH** is divided into **4 EQUAL PARTS**.

If it's a brochure and created as a double page document, the watermark is placed on the right page and the header is mirrored like in this guideline document.

LOGO HEIGHT
1/3 or **1/2** of
1 PART FROM
DOCUMENT
HEIGHT
(use the one
that fits best)

The **PAGE NUMBER**
is horizontal and
vertical centered.
ONLY PLACED FOR
BROCHURES.





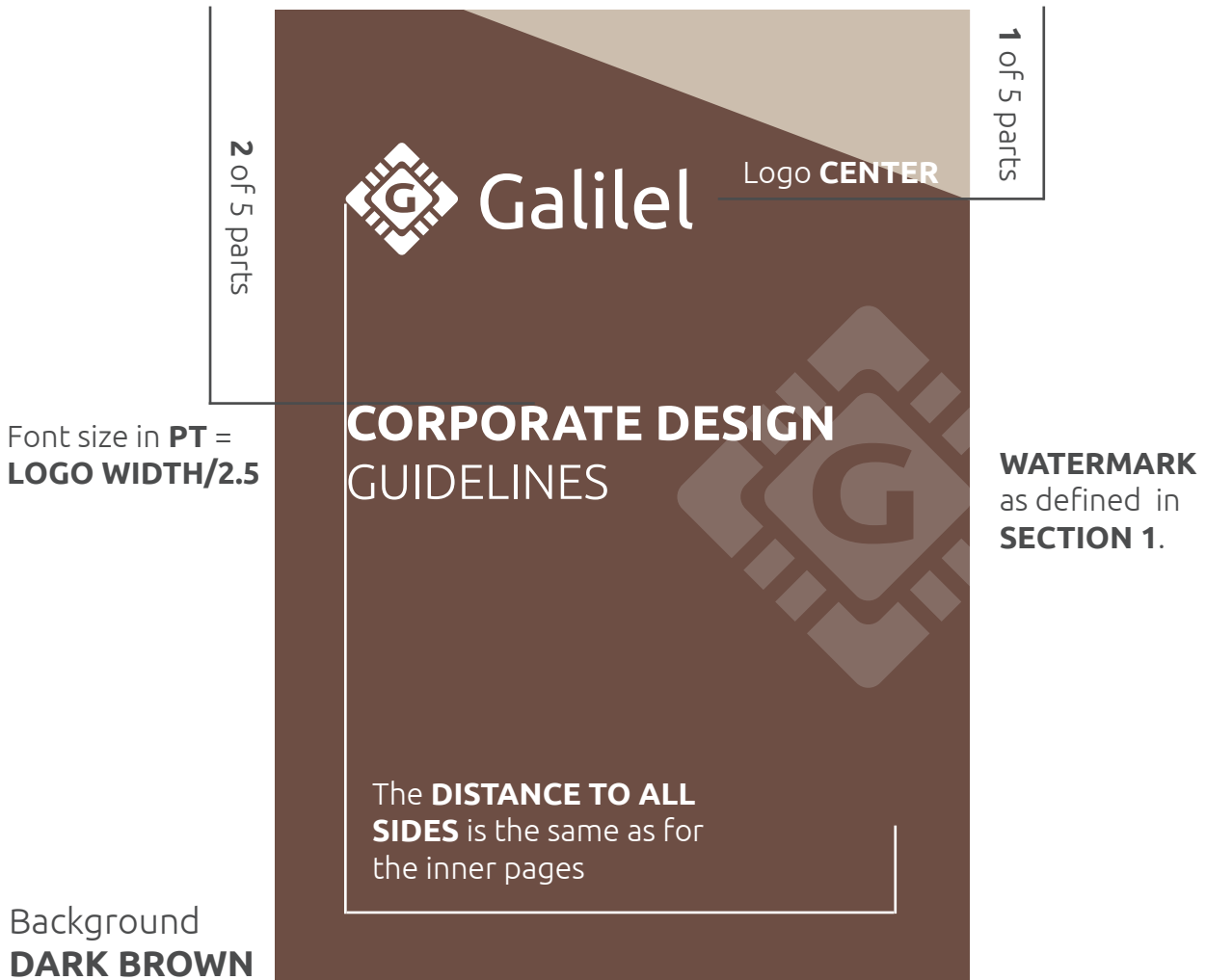
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2 FLYERS/BROCHURES

COVER

The **HEIGHT** of the document is divided into **5 EQUAL PARTS** and the **WIDTH** is divided into **4 EQUAL PARTS**.

3 of 4 parts / **LIGHT BROWN (BRIGHTER)**



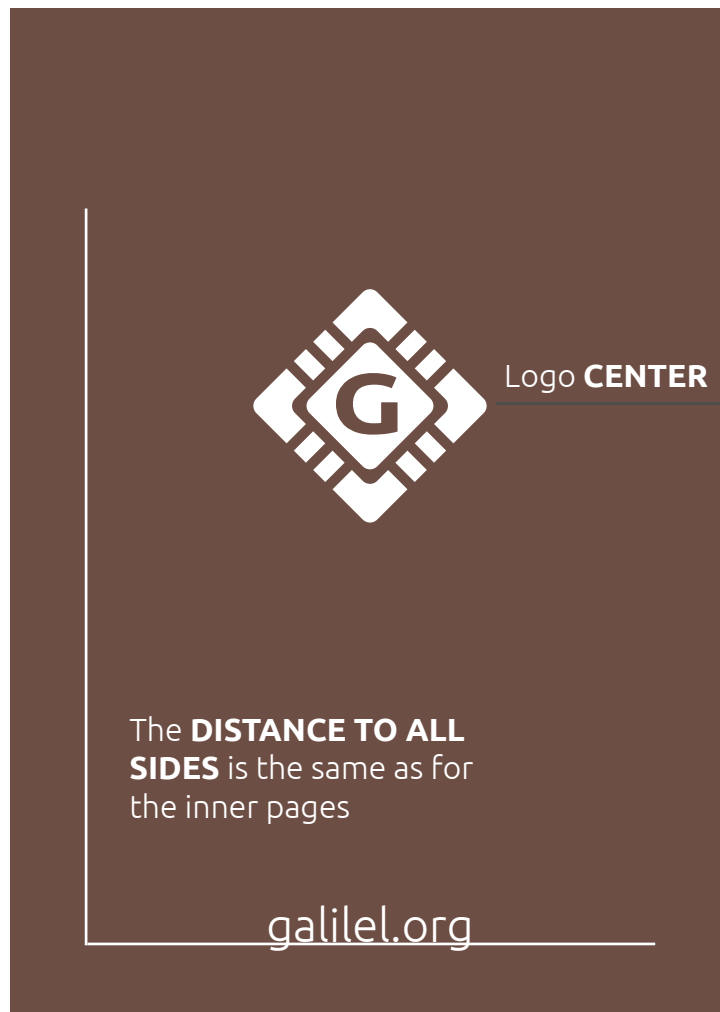
2 FLYERS/BROCHURES

BACK

The **HEIGHT** of the document is divided into **5 EQUAL PARTS** and the **WIDTH** is divided into **4 EQUAL PARTS**.

LOGO WIDTH
1/3 of the
DOCUMENT
WIDTH

Background
DARK BROWN



FONT SIZE like **COVER** +
CENTERED



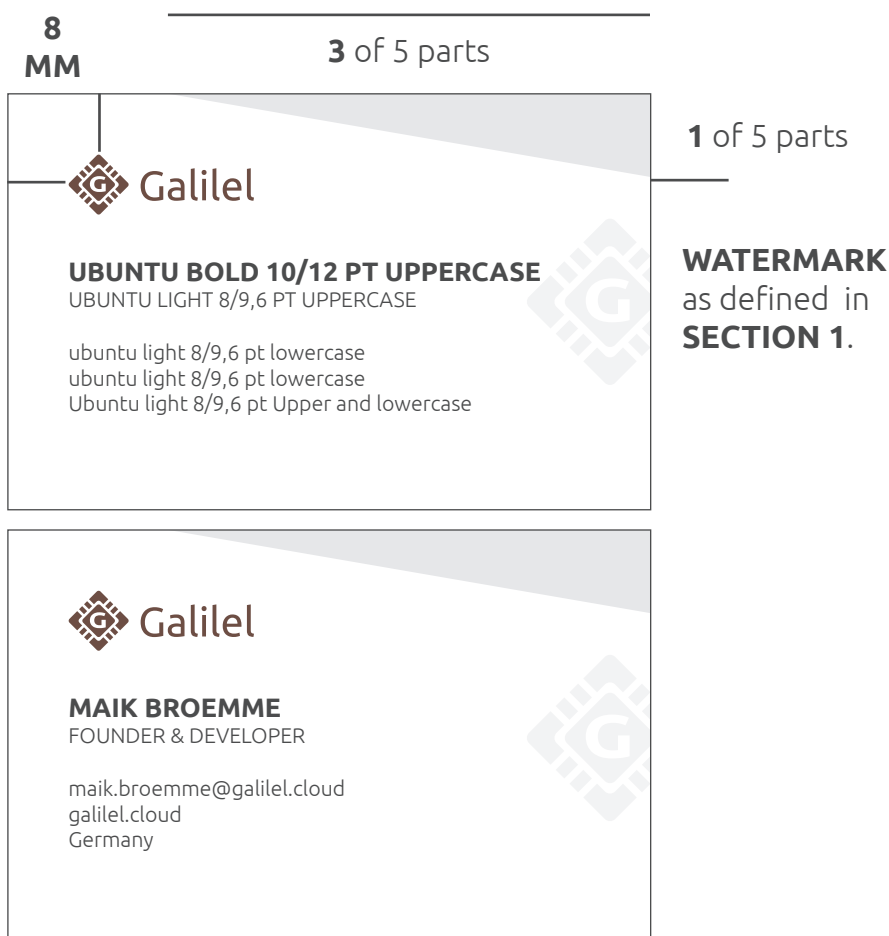
3 BUSINESS CARDS

85 X 55 MM CARDS

The European standard size example can be adapted to any other standard business card size.

The logo holds the min height of **8 MM** and the minimum distance to the top and left border of **8 MM**.

The **HEIGHT** of the document is divided into **5 EQUAL PARTS** and the **WIDTH** is divided into **4 EQUAL PARTS**.



3.1 TEXT EDITOR SOFTWARE

With **ONE EXCEPTION**, the text editor software template follows the same rules as the flyers/brochures.

The distance to the left side is always **20 MM** to be able to punch documents.





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